



Press release pursuant to CONSOB Regulation 11971/199, as subsequently amended

CHANGE OF THE 2012 FINANCIAL CALENDAR

Florence, October 24th 2012 - As an amend to the 2012 Corporate events calendar issued on last January 27, Dada S.p.A. gives notice that the Board of Directors to examine and approve the Intermediate Report of the Group as at September 30th, 2012 will be held on Thursday November 8, 2012 instead of Monday November 12, 2012.

Dada S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is an international leader in professional online presence services (domains, hosting, server, online brand protection) and in several advanced online advertising solutions.

With over 500 thousand business clients and more than 1.8 million domains under management, Dada is one of the leading names in the European Domain & Hosting sector and is a key player in the markets where it is active: in Italy through its brand Register.it, as well as Spain, the UK, Ireland, France, Portugal and the Netherlands under the brands Nominalia, Namesco, PoundHost, Register365 and the Amen Group, respectively. With regard to online advertising, Dada continues with the strategic international expansion of its Performance Advertising business.

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